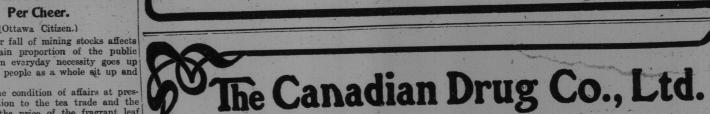
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POOR DOCUMENT







Lake of the Woods Milling Co., Limited. Winnipeg. St. John. Montreal.

Gluten and Cellulose

both enter largely into the composition of a grain of wheat. The object of the scientific miller is to retain as much of the gluten as possible, whilst extracting all the cellulose from the flour.

Gluten is the real strength giver, and is contained in the inner "skin" of each grain of

wheat. Cellulose is a hard and almost pure white fibre surrounding the gluten and starch cells. It is absolutely indigestible, but its presence in flour cannot be detected except by special chemical tests.

In the milling of "FIVE ROSES" FLOUR, the flour passes through special purifying processes which, although they remove all the cellulose and waste matter, retain all the gluten and nutriment unharmed. Consequently this brand is more nutritive and more economical than ordinary flours.

ASK YOUR GROCER FOR IT.

A Word to the Trade:

Most grown folk esteem them a dainty delicacy. Mothers know them for what

they are --- a wholesome, nourishing food as well as a table luxury.

The air-tight, moisture-proof packages preserve their freshness and crispness In the popular lunch pails. At your grocers. MOONEY BISCUIT & CANDY CO., LIMITED, STRATFURD, CAMADA

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